

Leadership Command Presence

**Building Acceptance,
Credibility & Connection
By Creating A Persuasive
& Charismatic Presence**



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Professional Command Presence

Building Acceptance, Credibility & Influence with Anyone

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The Power of “Presence”

Dynamic generals have it. Influential political leaders have it. Exemplary sales people have it. Great actors have it. Professional negotiators have it. Superb business executives have it. But they are not the only ones who have it. Your child's scoutmaster may have it. An elementary school teacher may have it. A flight attendant may have it. A parent assisting their child may have it. Nearly everyone at some time has this quality.

This learnable skillset is a magnetism, a power, the ability to influence—credibility given to ones' words and actions, and the ability to make an impact.

Making Long-Lasting Connections

This seemingly effortless attraction and impact is from “Personal Presence”.

Having Personal Command Presence is the skill of getting others to stay focused on you, while you influentially and credibly communicate.

You want people to pay attention to you. You want people to listen when you speak. You want your opinions and recommendations to be given consideration. You want people to partner with you on projects of importance. You want to be taken seriously.

“The most powerful leaders know this secret—to achieve great goals, those surrounding them must first have an unshakable belief in them.”

Earl Nightingale (1921-1989)

Interpersonal Bonds

A person who is exhibiting “Presence” gives the people around them a sense of confidence and belief in them. Zig Ziglar said, “To gain loyal customers, the first thing they must buy is you!” Presence is the essential ingredient in them “buying you”.

A person with “Presence” is often described as being inspiring, composed, energized, credible, influential, self-confident, a good communicator—yet there is much more. “Personal Presence” is the central component of the greatest leaders. No matter what job you do, the more you refine your “Presence” the more rapidly you can build credibility, the more influential you can be in all interactions, the deeper the relationship connection you can make, the more skillfully you can manage conflicts.

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“Presence” Generates Influence

Just as a superb actor can engage an audience and lead them through a broad range of emotions and perspectives, so can an individual with a commanding presence assist others in experiencing something new and unique. They engender a willingness within others to follow their lead. There is a sense of authenticity in their expressions and thoughts. This feeling of “realness” connects with others and inspires those in the interaction to participate fully.

During this program you’ll learn the exact strategies which create “Presence”. These strategies are used by people like Billy Graham, Tom Cruz, Julia Roberts, Lance Armstrong, General Colin Powell and Jack Welsh, just to name a few. You will know precisely how to generate increased acceptance, influence and credibility through using these strategies.

“He who knows much about others may be learned, but he who understands himself is more intelligent. He who controls others may be powerful, but he who has mastered himself is mightier still.”

Lao Tzu, (604-531 BC)

The Benefits of Developing Presence

- Know how to apply nine core traits of Personal Command Presence.
- Learn the powerful Convincer Strategy for greater charisma and persuasiveness.
- Learn how to connect positively, and diffuse negativity faster and easier.
- Learn strategies that persuade reluctant individuals to partner with you.
- Gain strategies to convince others to step-up and take action as is needed.
- Grow a climate and culture that engenders loyalty, connection and follow-through.
- Expand your ability to move people into making faster decisions.
- Improve your verbal and nonverbal ability to make an immediate impact.
- Use brain/mind technology to manage your mental state and fine focus your attention.
- Apply the Winning Model of performance developed by Dr. Iverson during his work with US Olympic Team members.
- Learn how to rapidly create acceptance and credibility with anyone.

Our Guarantee: If after you’ve attended this program you don’t believe you’ve received high value for your investment we will waive our fee and the session will be free.

